EU Report

References & Further Reading Bibliography

August 2020
ENACTING PURPOSE INITIATIVE
EU REPORT REFERENCES & FURTHER READINGS

Core readings

- Colin Mayer: Prosperity - Better Business Makes the Greater Good
- The British Academy Principles for Purposeful business - Principles for Purposeful Business: How to deliver the framework for the Future of the Corporation: An agenda for business in the 2020s and beyond by The British Academy
- Marty Lipton: A New Paradigm - A Roadmap for an Implicit Corporate Governance Partnership Between Corporations and Investors to Achieve Sustainable Long-Term Investment and Growth.
- Wachtell, Lipton, Rosen & Katz Memo, July 1, 2020 – Some Thoughts for Boards of Directors in 2020: A Mid-Year Update
- Davos Manifesto 2020 - The Universal Purpose of a Company in the Fourth Industrial Revolution by Klaus Schwab
- Simon Sinek 2009 – Start with Why. How Great Leaders Inspire Everyone to Take Action

Partner Insights

- Business in Society Institute, University of California at Berkeley
- Brighouse (a Boston Consulting Group company)
- Federated Hermes
- Wachtell, Lipton, Rosen & Katz
- The British Academy (Future of the Corporation Programme)

Further Literature

Key evidence and papers

- Spotlight on Boards, Wachtell, Lipton, Rosen & Katz Memo, July 17, 2020
- The impact of ownership on building sustainable and responsible businesses, by Belén Villalonga - Journal of the British Academy, 2018
- ‘Annual Review of the UK Corporate Governance Code’, FRC January 2020
- ‘The State of the debate on Purpose in Business’, by EY Beacon Institute work with the University of Oxford
• **Ten Ways Leading Companies Turn Purpose into Strategy**, by EY Beacon Institute/University of Oxford

• 'What's Stopping Boards from taking Action on Sustainability', INSEAD Knowledge, April 2019

• 'How Board Members really feel about ESG from Deniers to True Believers', by N Craig Smith and Ron Soonieus – HBR April 2019

• ‘3 Ways to Put Your Corporate Purpose into Action’. By Leo Strine, Bob Eccles and Tim Youmans – HBR, May 2020

• **Do corporations have a duty to be trustworthy?**, by Nikolas Kirby, Andrew Kirton and Aisling Crean - Journal of the British Academy, 2018

• ‘Corporate Purpose and Financial Performance’, by Claudine Gartenberg, Andrea Prat, George Serafeim – Organization Science, Jan 2019

**Relevant thematic areas**

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Customers


Communities, media, government


Environment


Purpose


M Lipton et al. ‘On the Purpose and Objective of the Corporation’, WLRK, August 3, 2020. See memo [here](#).

BlackRock’s Larry Fink Letter to Shareholders 2019 ('Ultimately, purpose is the engine of long-term responsibility')


Blueprint for Better Business Website

Mission


Vision


Corporate governance and assurance


M Lipton et al. ‘A Framework for Management and Board of Directors: Consideration of ESG and Stakeholder Governance. See memo here


Flammer, C., Hong, B., & Minor, D. (2019). Corporate governance and the rise of integrating corporate social...


Metrics

Impact Measurement Project website


SASB website

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